HART-TEETER 1724 Connecticut Avenue, NW Washington, DC 20009 (202) 234-5570 Interviews: 1019 adults

511 men, 508 women

Dates: <u>September 19-22, 1997</u>

FINAL

Study #4975 NBC/Women September 1997 48 Male 52 Female **[5]**

| AR | EΑ | TYPE | ; | SAMPLE | E POIN | Т | | FORM | | DA | TE | |
|-----|-----|------|-----|--------|--------|------|----|------|-----------|------|------|------|
| | | | | | | | | | September | | | 1997 |
| [6] | [7] | [8] | [9] | [10] | [11] | [12] | _' | [13] | | [14] | [15] | |

1. What is your marital status--are you single and never married, married, separated, divorced, or widowed?

| | All | | | |
|------------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Single | 23 | 27 | 19 | [16] |
| Married | 62 | 63 | 61 | |
| Separated | 1 | 1 | 1 | |
| Divorced | 8 | 8 | 9 | |
| Widowed | 6 | 1 | 10 | |
| Not sure/refused | - | - | - | |

2. Are there any children under the age of 18 living in your household?

| | All | | | |
|--|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Yes, have children under 18 in household | 40 | 36 | 44 | [17] |
| No, do not have children under 18 in household | 60 | 64 | 56 | |
| Not sure/refused | _ | _ | _ | |

(ASKED ONLY OF WOMEN.)

3a. Do you work outside the home or not?

| | <u>Women</u> | | |
|---------------------------------|--------------|-------------|------|
| Yes, work outside of home | 57 | CONTINUE | [18] |
| No, do not work outside of home | 43 | SKIP TO Q.4 | _ |
| Not sure/refused | - | | |

(ASKED ONLY OF WOMEN WHO WORK OUTSIDE THE HOME IN Q.3a.)

3b. And do you work full time or part time?

| | <u>Women</u> | |
|------------------|--------------|------|
| Work full time | 76 | [19] |
| Work part time | 24 | |
| Not sure/refused | - | |

4. Thinking about the country as a whole, do you generally feel that these are very good times, pretty good times, not such good times, or not good times at all in America today?

| | All_ | | | |
|-----------------------|---------------|------------|-------|------|
| | <u>Adults</u> | <u>Men</u> | Women | |
| Very good times | 9 | 12 | 5 | [20] |
| Pretty good times | 59 | 62 | 56 | |
| Not such good times | 20 | 18 | 23 | |
| Not good times at all | 9 | 6 | 12 | |
| Not sure | 3 | 2 | 4 | |

5. Now I'd like you to tell me how much progress you think the country has made toward equality of opportunity for men and women in each of the following areas: a great deal of progress, quite a bit, very little, or no progress at all?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY A GREAT DEAL OR QUITE A BIT OF PROGRESS

| | A Great Deal Of <u>Progress</u> | Quite A Bit Of <u>Progress</u> | Very Little <u>Progress</u> | No Progress <u>At All</u> | Not <u>Sure</u> | |
|---|---------------------------------------|--------------------------------------|-----------------------------------|---------------------------------|--------------------|------|
| Sportssupporting and promoting women's athletics | | | | | | [23] |
| All adults | 23 | 44 | 27 | 4 | 2 | |
| Men | 27 | 44 | 24 | 3 | 2 | |
| Women | 20 | 43 | 29 | 5 | 3 | |
| Homemen and women sharing family responsibilities at home | | | | | | [25] |
| All adults | 22 | 43 | 27 | 5 | 3 | |
| Men | 27 | 47 | 19 | 2 | 5 | |
| Women | 17 | 40 | 34 | 7 | 2 | |
| Politicselecting and appointing women to public office | | | | | | [21] |
| All adults | 16 | 49 | 31 | 3 | 1 | |
| Men | 22 | 47 | 28 | 2 | 1 | |
| Women | 10 | 51 | 34 | 3 | 2 | |
| Business—recruiting and promoting talented working women | | | | | | [24] |
| All adults | 16 | 47 | 29 | 3 | 5 | |
| Men | 21 | 48 | 24 | 2 | 5 | |
| Women | 11 | 46 | 34 | 5 | 4 | |
| The everyday working world treating women in a professional manner | | | | | | [26] |
| All adults | 15 | 46 | 31 | 4 | 4 | |
| Men | 21 | 47 | 26 | 3 | 3 | |
| Women | 10 | 46 | 35 | 5 | 4 | |
| Hollywood and entertainment getting beyond roles that portray women in sexual stereotypes | | | | | | [22] |
| All adults | 13 | 31 | 38 | 11 | 7 | |
| Men | 16 | 32 | 37 | 9 | 6 | |
| Women | 11 | 30 | 40 | 12 | 7 | |

6. When it comes to promoting equality for women in society, do you think that we have gone too far in this country, that we have not gone far enough and need to go further, or that we have pretty much struck the right balance in promoting equality for women?

| | All | | | |
|--|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Gone too far | 11 | 15 | 7 | [27] |
| Not gone far enough and need to go further | 55 | 43 | 65 | |
| Struck the right balance | 31 | 39 | 24 | |
| Not sure | 3 | 3 | 4 | |

⁷a. Do you think that traditional marital roles are still in effect, or are men and women more equal in the roles they take on in marriage?

| | All | | | |
|---|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Traditional roles still in effect | 20 | 12 | 27 | [28] |
| Men and women more equal in marital roles | 69 | 78 | 61 | |
| Depends (VOL) | 7 | 7 | 8 | |
| Not sure/refused | 4 | 3 | 4 | |

7b. And in the workplace, do you think that the "old rules" of gender inequality are still in effect, or do you think that the sexes are for the most part equal in this area?

| | All | | | |
|-----------------------------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| "Old rules" are still in effect | 46 | 39 | 52 | [29] |
| Sexes are for the most part equal | 44 | 52 | 36 | |
| Depends (VOL) | 6 | 6 | 7 | |
| Not sure/refused | 4 | 3 | 5 | |

8. In which profession would a woman face the most gender discrimination?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | All Adults | Men | Women | |
|--|---------------|-----|-------|------|
| Blue collar/manufacturing | 32 | 39 | 25 | [30] |
| Political office | 28 | 21 | 34 | |
| Sports | 15 | 17 | 13 | |
| Professional fields (Lawyer, Accountant) | 10 | 9 | 12 | |
| Medicine | 3 | 3 | 4 | |
| Entertainment | 2 | 3 | 1 | |
| Education | 2 | 2 | 1 | |
| All (VOL) | 4 | 2 | 5 | |
| None (VOL) | 1 | 2 | - | |
| Not sure | 3 | 2 | 5 | |

9a. What do you think is the main reason that men and women are different -- is it mainly "nature," in other words, men's and women's distinctive biological and genetic traits make them think, feel, and act differently, or is it mainly "nurture," that is, the way that men and women are raised and the expectations of our society make them think, feel, and act differently?

| | All | | | |
|------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Nature | 31 | 39 | 25 | [31] |
| Nurture | 53 | 47 | 58 | |
| Both (VOL) | 13 | 11 | 15 | |
| Not sure | 3 | 3 | 2 | |

(ASKED ONLY OF WOMEN.)

9b. What is the one thing that men do that most offends or irritates you? When you think about the routines of your everyday life, what is the one thing you find most annoying about how men treat you or what they say to you?

(PROBE): Why does it bother you so much? [32-35]

| Women | - |
|--|-----|
| The way they think, think they know everything, are superior, sexist/macho attitudes | 11% |
| Women not taken seriously, not given enough credit | 10 |
| Degrading, putting women down, lack of respect | 9 |
| Use of derogatory terms, sexual remarks, innuendoes | 6 |
| Hard to get them to help around the house/with the children | 6 |
| Don't know, no response | 13% |

10. What is the one thing about the "new rules" of etiquette between the sexes, either in the home, office, or in social situations, that you feel you understand least?

(PROBE): Why?* [36-39]

| All Adults | |
|---|-----|
| Sexual harassment, where to draw the line | 7% |
| Just don't understand them | 4 |
| Women not allowing men to do nice things; they don't appreciate gentlemen being gentlemen | 3 |
| Social situations, social gatherings | 3 |
| Men think they can do things better than women can | 2 |
| Understand fine | 3 |
| Never heard of such rules | 7 |
| Don't know, no response | 54% |

| Men | |
|---|-----|
| Sexual harassment, where to draw the line | 9% |
| Just don't understand them | 4 |
| Women not allowing men to do nice things; they don't appreciate gentlemen being gentlemen | 3 |
| Social situations, social gatherings | 3 |
| Political correctness | 2 |
| Understand fine | 3 |
| Never heard of such rules | 5 |
| Don't know, no response | 57% |

| Women | |
|---|-----|
| Sexual harassment, where to draw the line | 6% |
| Just don't understand them | 4 |
| Women not allowing men to do nice things; they don't appreciate gentlemen being gentlemen | 4 |
| Men think they can do things better than women can | 4 |
| Social situations, social gatherings | 3 |
| Understand fine | 4 |
| Never heard of such rules | 9 |
| Don't know, no response | 52% |

^{*} Asked of one-half the respondents (FORM A).

11. Now I'd like to read you some statements about men and women in society today. For each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STRONGLY OR SOMEWHAT AGREE

| | Strongly Agree | Somewhat Agree | Somewhat <u>Disagree</u> | Strongly Disagree | Not Sure | |
|---|-------------------|-------------------|-----------------------------|----------------------|-------------|------|
| Generally speaking, women are paid less than men for doing the same kind of work | | | | | | [43] |
| All adults | 54 | 24 | 10 | 9 | 3 | |
| Men | 36 | 32 | 13 | 15 | 4 | |
| Women | 69 | 18 | 7 | 3 | 3 | |
| Most women can't "have it all"a career and a familywithout making a lot of sacrifices in both areas | | | | | | [42] |
| All adults | 48 | 28 | 11 | 11 | 2 | |
| Men | 42 | 32 | 13 | 11 | 2 | |
| Women | 54 | 24 | 9 | 12 | 1 | |
| The changes in American life caused by more women working outside the home have been worth making | | | | | | [40] |
| All adults | 35 | 36 | 13 | 13 | 3 | |
| Men | 32 | 38 | 15 | 11 | 4 | |
| Women | 39 | 34 | 10 | 14 | 3 | |
| The country would be better off if we had more women in political office | | | | | | [41] |
| All adults | 36 | 31 | 17 | 9 | 7 | |
| Men | 23 | 34 | 23 | 13 | 7 | |
| Women | 48 | 29 | 11 | 6 | 6 | |

12. Women have broken ground in many new roles in the past twenty years. Which of the following milestones do you think will be the next to happen?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | All | | | |
|--|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| A woman will become the sole news anchor on one of the major networks | 41 | 43 | 40 | [44] |
| A woman will become CEO of one of the country's top five corporations | 31 | 32 | 30 | |
| A woman will be elected president | 16 | 14 | 18 | |
| A woman will become the head coach of a professional men's sports team | 4 | 3 | 5 | |
| A woman will become a five-star general | 4 | 5 | 2 | |
| None (VOL) | 1 | 1 | 2 | |
| Not sure | 3 | 2 | 3 | |

13. As you may know, though women have moved into the work force in great numbers, very few top level business positions in this country are filled by women. Here are some of the possible reasons why there are so few women in high corporate positions. For each one, please tell me whether you think it is a major reason, a minor reason, or not a reason why many women have not moved into top corporate positions.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY MAJOR REASON

| | Major Reason | Minor Reason | Not A Reason | Not_ Sure | |
|---|-----------------|-----------------|-----------------|--------------|------|
| Women who try to rise to the top of major corporations get held back by the "old-boy network" | <u>rreason</u> | 11003011 | 11643011 | <u>oure</u> | [46] |
| All adults | 66 | 23 | 9 | 2 | |
| Men | 59 | 27 | 12 | 2 | |
| Women | 72 | 19 | 6 | 3 | |
| Women's careers are interrupted when they have children | | | | | [48] |
| All adults | 43 | 41 | 15 | 1 | |
| Men | 46 | 41 | 12 | 1 | |
| Women | 40 | 42 | 17 | 1 | |
| Women's responsibilities to family do not leave time for running a major corporation | | | | | [45] |
| All adults | 33 | 38 | 27 | 2 | |
| Men | 29 | 44 | 25 | 2 | |
| Women | 36 | 33 | 29 | 2 | |
| It will take time for women to rise to the top, because women have not been in the business world as long as men have | | | | | [49] |
| All adults | 28 | 35 | 35 | 2 | |
| Men | 30 | 36 | 32 | 2 | |
| Women | 26 | 34 | 38 | 2 | |
| Generally speaking, women don't make as good executives as do men | | | | | [47] |
| All adults | 8 | 19 | 70 | 3 | |
| Men | 8 | 22 | 65 | 5 | |
| Women | 8 | 16 | 74 | 2 | |

14a. When it comes to sensitivity toward women and awareness of women's concerns in the workplace, do you think that we have gone too far in this country, that we have not gone far enough and need to go further, or that we have pretty much struck the right balance in sensitivity toward women and awareness of women's concerns in the workplace? *

| | All | | | | | |
|---|---------------|------------|--------------|------|--|--|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | | | |
| Have gone too far | 10 | 13 | 7 | [50] | | |
| Have not gone far enough | 57 | 41 | 71 | | | |
| Have pretty much struck the right balance | 31 | 43 | 21 | | | |
| Not sure | 2 | 3 | 1 | | | |

^{*} Asked of one-half the respondents (FORM A).

14b. How big of a problem would you say that sexual harassment is in the workplace: a bigger problem than it was five years ago, or about the same as it was five years ago? **

| | All | | | |
|-------------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| A bigger problem | 21 | 22 | 21 | [51] |
| Less of a problem | 30 | 38 | 22 | |
| About the same | 44 | 37 | 50 | |
| Not sure | 5 | 3 | 7 | |

^{**} Asked of one-half the respondents (FORM B).

15. There has been a lot of talk lately about what standards of behavior are acceptable at work or in a professional setting. For each one of the following things that I mention, please tell me whether this is something that you personally consider to be acceptable or offensive in an office setting.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY ACCEPTABLE

| | <u>Acceptable</u> | <u>Offensive</u> | Depends (VOL) | Not_ Sure | |
|--|-------------------|------------------|------------------|--------------|------|
| Complimenting a co-worker of the opposite sex on his or her appearance** | | | | | [58] |
| All adults | 82 | 9 | 8 | 1 | |
| Men | 84 | 10 | 5 | 1 | |
| Women | 80 | 9 | 10 | 1 | |
| Asking a co-worker for a date** | | | | | [56] |
| All adults | 64 | 24 | 10 | 2 | |
| Men | 66 | 21 | 11 | 2 | |
| Women | 62 | 28 | 9 | 1 | |
| Calling someone in the office by a nickname* | | | | | [53] |
| All adults | 60 | 21 | 18 | 1 | |
| Men | 63 | 20 | 17 | - | |
| Women | 58 | 23 | 19 | - | |
| Men in the office talking in mixed company about how attractive a woman is* | | | | | [52] |
| All adults | 39 | 51 | 9 | 1 | |
| Men | 43 | 46 | 9 | 2 | |
| Women | 36 | 54 | 9 | 1 | |
| Hugging a co-worker of the opposite sex** | | | | | [59] |
| All adults | 31 | 45 | 22 | 2 | |
| Men | 30 | 48 | 20 | 2 | |
| Women | 31 | 43 | 24 | 2 | |
| Asking a co-worker of the opposite sex a question about his or her personal life** | | | | | [57] |
| All adults | 27 | 55 | 16 | 2 | |
| Men | 30 | 51 | 17 | 2 | |
| Women | 23 | 59 | 16 | 2 | |
| In a personal workspace, displaying a calendar or screensaver of male or female models in swimsuits* | | | | | [55] |
| All adults | 19 | 73 | 6 | 2 | |
| Men | 27 | 64 | 8 | 1 | |
| Women | 13 | 80 | 5 | 2 | |
| Repeatedly asking a co-worker for a date* | | | | | [54] |
| All adults | 10 | 84 | 5 | 1 | |
| Men | 11 | 84 | 5 | - | |
| Women | 9 | 83 | 6 | 2 | |

^{*} Asked of one-half the respondents (FORM A).

^{**} Asked of one-half the respondents (FORM B).

Q.16-19 ASKED ONLY OF WOMEN WHO SAY THEY WORK OUTSIDE THE HOME IN Q.3a AND OF MEN.

16. Does the company that you work for have a policy about sexual harassment that has been given out to all employees?

| | All | | | |
|--|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Yes, company has sexual harassment policy | 59 | 55 | 67 | [60] |
| No, company does not have sexual harassment policy | 19 | 13 | 28 | |
| Self-employed (VOL) | 3 | 4 | 2 | |
| Not sure | 19 | 28 | 3 | |

17. If you did experience sexual harassment at work, how comfortable would you feel making a formal complaint without fear of negative consequences--very comfortable, somewhat comfortable, not very comfortable, or not at all comfortable?

| | All | | | |
|------------------------|---------------|------------|-------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Wome</u> | |
| | | | <u>n</u> | |
| Very comfortable | 34 | 27 | 46 | [61] |
| Somewhat comfortable | 19 | 19 | 21 | |
| Not very comfortable | 15 | 14 | 15 | |
| Not at all comfortable | 13 | 12 | 14 | |
| Not sure | 19 | 28 | 4 | |

18. Thinking about your experiences at work in the past two years, have you had an experience at your job where you felt you were sexually harassed?

| | All | | | |
|---|---------------|------------|-------|------|
| | <u>Adults</u> | <u>Men</u> | Women | |
| Yes, had sexual harassment experience | 12 | 7 | 20 | [62] |
| No, have not had sexual harassment experience | 71 | 67 | 79 | |
| Not sure | 17 | 26 | 1 | |

19. And thinking about your experiences at work over the past five years, have you ever made a comment about a co-worker of the opposite sex that upon reflection may have crossed the line of appropriate behavior between men and women at the office?

| | All | | | |
|-------------------------------|---------------|------------|----------|------|
| | <u>Adults</u> | <u>Men</u> | Wome | |
| | | | <u>n</u> | |
| Yes, have crossed the line | 19 | 18 | 20 | [63] |
| No, have not crossed the line | 62 | 54 | 77 | |
| Not sure | 19 | 28 | 3 | |

Now I'd like to ask you a few question about how men and women share responsibilities at home.

20. I'm going to read you a list of stereotypical behaviors of men and women, and I would like you to tell me whether you think the stereotype is still in place, whether it is starting to change, or whether it has been broken in the past five years.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STEREOTYPE BROKEN

| | In <u>Place</u> | Starting to Change | Stereotype <u>Broken</u> | Not <u>Sure</u> | |
|--|--------------------|-----------------------|-----------------------------|--------------------|------|
| Men are responsible for family finances | | | | | [68] |
| All adults | 21 | 48 | 28 | 3 | |
| Men | 25 | 48 | 25 | 2 | |
| Women | 19 | 48 | 30 | 3 | |
| Men primarily are responsible for making "big ticket" purchases, such as cars and expensive appliances | | | | | [66] |
| All adults | 30 | 40 | 28 | 2 | |
| Men | 31 | 39 | 28 | 2 | |
| Women | 29 | 41 | 28 | 2 | |
| Men are the principal breadwinners in the family | | | | | [65] |
| All adults | 26 | 48 | 25 | 1 | |
| Men | 29 | 47 | 23 | 1 | |
| Women | 22 | 49 | 27 | 2 | |
| Whether or not they work outside of the home, women primarily are responsible for household chores such as cooking, shopping, and cleaning | | | | | [64] |
| All adults | 45 | 38 | 16 | 1 | |
| Men | 34 | 42 | 23 | 1 | |
| Women | 54 | 36 | 8 | 2 | |
| Whether or not they work outside of the home, women are the primary caregivers for children | | | | | [67] |
| All adults | 63 | 27 | 8 | 2 | |
| Men | 55 | 31 | 11 | 3 | |
| Women | 71 | 23 | 5 | 1 | |
| Women are responsible for family social obligations, such as buying gifts and sending cards, as well as making social plans | | | | | [69] |
| All adults | 71 | 21 | 7 | 1 | |
| Men | 63 | 25 | 10 | 2 | |
| Women | 79 | 16 | 4 | 1 | |

(ASKED ONLY OF WOMEN.)

21. Would you prefer to have a female or a male doctor as your primary physician, or is that not a factor for you?

| | <u>Women</u> | |
|--------------------------------|--------------|------|
| Prefer to have a female doctor | 22 | [70] |
| Prefer to have a male doctor | 9 | |
| Not a factor | 68 | |
| Not sure | 1 | |

22. How comfortable would you feel having a female doctor as your primary physician--very comfortable, fairly comfortable, just somewhat comfortable, or not very comfortable?

| | <u>Men</u> | |
|---------------------------|------------|------|
| Very comfortable | 47 | [71] |
| Fairly comfortable | 23 | |
| Just somewhat comfortable | 12 | |
| Not very comfortable | 13 | |
| Not sure | 5 | |

(ASKED ONLY OF WOMEN.)

Which of the following health issues do you feel poses the greatest threat to women's health today?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| Women | |
|-------|------------------------------|
| 42 | [72] |
| 17 | |
| 8 | |
| 7 | |
| 7 | |
| 5 | |
| 2 | |
| 10 | |
| 2 | |
| | 42 17 8 7 7 5 |

24. In terms of medical research, do you think that diseases that primarily affect women receive less money and resources than diseases that primarily affect men, *or* that diseases that affect men receive less money and resources than diseases that primarily affect women?

| | All | | | | |
|---|---------------|------------|--------------|------|--|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | | |
| Diseases that primarily affect women receive less money and resources | 33 | 22 | 43 | | |
| Diseases that primarily affect men receive less money and resources | 15 | 15 | 14 | [73] | |
| Medical research funding is pretty fair in spending (VOL) | 28 | 33 | 24 | | |
| Not sure | 24 | 30 | 19 | | |

(ASKED ONLY OF WOMEN.)

25. I'm going to read you a list of female characters from television shows, and I'd like you to tell me which <u>one</u> of the following you most identify with and relate to

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | <u>Women</u> | |
|---|--------------|------|
| Jill Taylor Patricia Richardson on Home Improvement | 34 | [74] |
| Mrs. Cosby Phylicia Rashad on Cosby | 16 | |
| Jamie Buchman Helen Hunt on Mad About You | 10 | |
| Nurse Carol Hathaway Julianna Margulies on ER | 7 | |
| Elaine Benes Julia Louis Dreyfuson Seinfeld | 6 | |
| None (VOL) | 16 | |
| Not sure | 11 | |

26. Now I am going to read you a list of female characters on television shows, and I would like you to tell me which one of the following you think perpetuates the worst stereotypes of women.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | All | | | |
|---|---------------|------------|-------|------|
| | <u>Adults</u> | <u>Men</u> | Women | |
| Peggy Bundy Katie Segal on Married With Children | 36 | 35 | 36 | [75] |
| Roseanne Connor – Roseanne Arnold – on Roseanne | 19 | 19 | 19 | |
| C.J. Parker Pamela Anderson Lee on Baywatch | 14 | 13 | 15 | |
| Amanda Woodward Heather Locklear on Melrose Place | 5 | 5 | 5 | |
| Phoebe Buffet Lisa Kudrow on Friends | 3 | 3 | 2 | |
| All (VOL) | 4 | 4 | 5 | |
| Not sure | 19 | 21 | 18 | |

(ASKED ONLY OF WOMEN.)

27a. For the most part, do you think that the roles for women in Hollywood are based more on stereotype and less on reality than the roles for men?

| | <u>Women</u> | |
|--------------------------|--------------|------|
| Based more on stereotype | 67 | [76] |
| Based less on stereotype | 13 | |
| Some of both (VOL) | 11 | |
| Not sure | 9 | |

27b. And, for the most part, do you think that the way that Hollywood portrays relations between men and women are realistic or unrealistic?

| | All | | | |
|--------------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Realistic | 17 | 18 | 16 | [77] |
| Unrealistic | 67 | 63 | 70 | |
| Some of both (VOL) | 9 | 8 | 11 | |
| Not sure | 7 | 11 | 3 | |

28. Now I would like to read you a few statements about dating and personal relationships between men and women. For each item that I read, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STRONGLY OR SOMEWHAT AGREE

| | Strongly <u>Agree</u> | Somewhat_ <u>Agree</u> | Somewhat <u>Disagree</u> | Strongly <u>Disagree</u> | Not <u>Sure</u> | |
|---|--------------------------|---------------------------|-----------------------------|-----------------------------|--------------------|------|
| It is totally acceptable for a woman to ask a man out on a date | | | | | | [78] |
| All adults | 56 | 27 | 7 | 8 | 2 | |
| Men | 64 | 23 | 5 | 5 | 3 | |
| Women | 49 | 31 | 7 | 12 | 1 | |
| Even in modern dating, men should pay for the first date | | | | | | [79] |
| All adults | 46 | 22 | 16 | 12 | 4 | |
| Men | 46 | 24 | 14 | 10 | 6 | |
| Women | 45 | 20 | 19 | 14 | 2 | |

| Q.28 (cont'd) | Strongly <u>Agree</u> | Somewhat_ <u>Agree</u> | Somewhat <u>Disagree</u> | Strongly <u>Disagree</u> | Not <u>Sure</u> | |
|--|--------------------------|---------------------------|-----------------------------|-----------------------------|--------------------|------|
| It is just as acceptable for a woman to initiate sex on a date as it is for a man to do so | | | | | | [80] |
| All adults | 38 | 25 | 9 | 21 | 7 | |
| Men | 48 | 25 | 8 | 12 | 7 | |
| Women | 29 | 25 | 10 | 30 | 6 | |
| While men shouldn't take it for granted, women should still be responsible for contraception | | | | | | [81] |
| All adults | 29 | 13 | 13 | 39 | 6 | |
| Men | 21 | 13 | 18 | 40 | 8 | |
| Women | 36 | 13 | 10 | 37 | 4 | |

FACTUALS: These last few questions are for factual purposes only

F1. How old are you? **(IF REFUSED, ASK:)** Well, can you tell me which age group you belong to? Are you in the age group 18 to 24, 25 to 29, 30 to 34, 35 to 39, 40 to 44, 45 to 49, 50 to 54, 55 to 59, 60 to 64, or 65 and over?

| | All | | | |
|-------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| 18-24 | 9 | 10 | 10 | [82] |
| 25-29 | 10 | 10 | 9 | |
| 30-34 | 10 | 11 | 9 | |
| 35-39 | 13 | 13 | 13 | |
| 40-44 | 10 | 11 | 10 | |
| 45-49 | 12 | 12 | 12 | |
| 50-54 | 8 | 7 | 9 | |
| 55-59 | 6 | 7 | 4 | |
| 60-64 | 5 | 6 | 4 | |
| 65 and over | 16 | 12 | 19 | |
| Refused | 1 | 1 | 1 | |
| | | | | |

F2. Are you currently employed?

(IF CURRENTLY EMPLOYED.:) What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:) Are you a student, a homemaker, retired, or unemployed and looking for work?

| All | | | |
|-----------|---------------------------|--|--|
| Adults | Men | Women | |
| ' <u></u> | | | |
| 27 | 29 | 24 | [83] |
| 20 | 17 | 23 | |
| 18 | 30 | 8 | |
| 1 | 1 | - | |
| | | | |
| 3 | 2 | 4 | |
| 9 | - | 18 | |
| 18 | 16 | 19 | |
| 3 | 3 | 3 | |
| 1 | 2 | 1 | |
| | Adults 27 20 18 1 3 9 18 | Adults Men 27 29 20 17 18 30 1 1 3 2 9 - 18 16 3 3 | Adults Men Women 27 29 24 20 17 23 18 30 8 1 1 - 3 2 4 9 - 18 18 16 19 3 3 3 |

F3. What is the last grade you completed in school?

| at lo tilo labt grado you completed in concer. | | | | |
|--|---------------|------------|--------------|------|
| | All | | | |
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Grade school | 1 | 2 | 1 | [84] |
| Some high school | 8 | 8 | 9 | |
| High school graduate | 27 | 25 | 29 | |
| Some college, no degree | 19 | 17 | 21 | |
| Vocational training, 2-year college | 11 | 13 | 9 | |
| 4-year college/bachelor's degree | 18 | 19 | 17 | |
| Some postgraduate work, no degree | 3 | 2 | 3 | |
| 2-3 years' postgraduate work, master's degree | 9 | 10 | 9 | |
| Doctoral degree/law degree | 2 | 3 | 1 | |
| Not sure | 2 | 1 | 1 | |
| | | | | |

F4. In politics today, do you generally consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, very conservative, or do you think your views cannot really be described in those terms?

| | All | | | |
|--|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Very liberal | 7 | 6 | 8 | [85] |
| Somewhat liberal | 17 | 14 | 20 | |
| Moderate | 24 | 24 | 24 | |
| Somewhat conservative | 24 | 25 | 22 | |
| Very conservative | 13 | 14 | 12 | |
| Views cannot be described in those terms | 11 | 12 | 10 | |
| Not sure | 4 | 5 | 4 | |

F5. In what religion were you brought up?

| | All | | | |
|------------------|---------------|------------|-------|------|
| | <u>Adults</u> | <u>Men</u> | Women | |
| Protestant | 49 | 49 | 49 | [86] |
| Catholic | 30 | 31 | 29 | |
| Jewish | 2 | 2 | 2 | |
| Other | 12 | 9 | 15 | |
| None | 5 | 6 | 3 | |
| Not sure/refused | 2 | 3 | 2 | |

F6. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than \$10,000, between \$10,000 and \$20,000, between \$20,000 and \$30,000, between \$30,000 and \$40,000, between \$40,000 and \$50,000, between \$50,000 and \$75,000, between \$75,000 and \$100,000, or would the total be more than that?

| | All | | | |
|--------------------------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| Less than \$10,000 | 4 | 2 | 5 | [87] |
| Between \$10,000 and \$20,000 | 10 | 9 | 12 | |
| Between \$20,000 and \$30,000 | 14 | 13 | 16 | |
| Between \$30,000 and \$40,000 | 13 | 15 | 11 | |
| Between \$40,000 and \$50,000 | 13 | 16 | 10 | |
| Between \$50,000 and \$75,000 | 17 | 18 | 17 | |
| Between \$75,000 and \$100,000 | 8 | 8 | 8 | |
| More than \$100,000 | 7 | 7 | 6 | |
| Not sure/refused | 14 | 12 | 15 | |

F7. Are you white, black, Hispanic, Asian, or something else?

| | All | | | |
|------------------|---------------|------------|--------------|------|
| | <u>Adults</u> | <u>Men</u> | <u>Women</u> | |
| White | 79 | 81 | 77 | [88] |
| Black | 11 | 9 | 12 | |
| Hispanic | 5 | 4 | 5 | |
| Asian | 1 | 2 | 1 | |
| Other | 2 | 2 | 2 | |
| Not sure/refused | 2 | 2 | 3 | |
| | | | | |